

Dragons, Dreams & Daring Deeds

Public Service Announcement (PSA) Evaluation

The DVD version of the Dragons, Dreams, & Daring Deeds PSA was mailed to all Missouri public libraries and school libraries that requested it. Please take a few minutes to respond to these questions about the 2005 summer library program PSA.

1. I work in

- ☐ a Missouri public library.
- ☐ a Missouri public school library
- ☐ other (please explain.)

2. How did you receive a copy of the 2005 Dragons, Dreams & Daring Deeds PSA?

- ☐ State Library sent it to me.
- ☐ Downloaded it from the Collaborative Summer Library Program Web site.
- ☐ Other (please explain).

3. How did you use the 2005 Dragons, Dreams & Daring Deeds PSA?

- ☐ Showed it to students, teachers and/or parents at local schools
- ☐ Community fairs or festivals
- ☐ Took it to local television station and asked them to air it
- ☐ Looped it so it would show continually on a television at the library, a kiosk or other location.
- ☐ Other (please explain in detail)

4. The State Library sent a copy of the 30-second video PSA to every Missouri television station. Please indicate whether you saw the PSA on local or cable channels.

___ I saw the PSA once or twice.

___ I saw the PSA at least three or four times.

___ I saw the PSA five or more times.

___ I did not see the PSA, but one or more people told me they saw it.

___ I did not see the PSA and nobody mentioned seeing it.

Comments:

5. What did you think of the technical quality of the PSA?

___ Excellent

___ Good

___ Fair

___ Could have been better

___ Poor

Comments:

6. What did you think of the content of the PSA?

___ Excellent

___ Good

___ Fair

☐ Could have been better

☐ Poor

Comments:

7. If the PSA would be available only for a nominal cost (\$5 to \$10) from the CSLP vendor, would you order it?

☐ Yes

☐ No

8. The Dragons, Dreams & Daring Deeds PSA lasted approximately 30 seconds. What length do you prefer for future PSAs?

☐ 30 seconds

☐ 60 seconds

☐ Less than 30 seconds

9. Please comment on any other aspects of the Dragons, Dreams & Daring Deeds PSA.

10. Besides video and audio PSAs, what other promotional devices for the summer program would you like to see available from the Collaborative Summer Library Program?